Orders

Order / Rev:

08085

Alt Order#:

06866084

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

Flight Dates:

10/24/12 - 10/30/12

Original Date / Rev:

10/22/12 / 10/23/12

138 Conant St.

Beverly, MA 01915

Order Type:

GENERAL



Primary AE:

Amy McCreary

Sales Office:

Sales Region: National

BLPHI

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

Billing Calendar:

Billing Type:

Cash

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

00:05:00

Advertiser

Name:

Priority:

Romneyaror Bresident

Demographic: **Product Codes:** A35+

PLC02-Republican

SELECT PRIORITY CODE

Order Separation:

Advertiser External ID:

New Business Thru:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

Agency External ID:

Bill Plan

_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	95	\$70,800.00	\$60,180.00
10/20/12	10/30/12	51	\$35 9 25 00	\$30 A51 25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	95	\$70,800.00	\$60,180.00	0.00
November 2012	51	\$35,825.00	\$30,451.25	0.00
Totals	146	\$106,625,00	\$90.631.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$106,625.00
Market	100%	\$410,096.15

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$102,524.04
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$102,524.04
KTUD	1%	\$4,100.96
KVVU	20%	\$82,019.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$12,302.88

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
1	Ξ 1	KSNV	10/29/12	10/29/12	M-F 6-7a WakeU	pw/WagM	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
					M-F 6-7a WakeU	p w/Wagners								
		WAKE												
		<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		Stai	<u>LDate</u>	IIIu Date	vveekdays	Sporsivieer	Kale	raung						

Print Date: 10/23/12 08:24:39 Page 2 of 5

KSNV

Order / Rev: 108085

06866084 Product Desc:

Advertiser: Romney for President

Alt Order #: ROMNEY FOR PRESIDENT Flight Dates: 10/24/12 - 10/30/12 Estimate:

Ch Start Break Start/End Time Ln End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/29/12 10/29/12 M-F 6-7a WakeUp w/WaQM 6-7a M----.30 \$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners WAKE Start Date End Date **Weekdays** Spots/Week Rate Rating 11/04/12 Week: 10/29/12 \$700.00 0.00 KSNV 10/30/12 10/30/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 \$700.001 0.00 NM \$700.00 1 M-F 6-7a WakeUp w/Wagners WAKE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T----\$700.00 0.00 KSNV 10/24/12 10/26/12 M-F 6-7a WakeUp w/WaQM 6-7a --WTF--:30 3 \$700.001 0.00 NM 3 \$2,100.00 M-F 6-7a WakeUp w/Wagners WAKE 1X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 -WTF-0.00 \$700.00 KSNV 10/24/12 10/26/12 **Today Show** CM 658a-9am --WTF--:30 6 \$900.001 0.00 NM ĸ \$5,400.00 Today Show **TODAY SHOW 2X PER DAY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --WTF--\$900.00 0.00 ß KSNV 10/29/12 10/30/12 **Today Show** CM 658a-9am MT----:30 \$900.001 0.00 NM \$3,600.00 Today Show **TODAY SHOW 2X PER DAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----\$900.00 0.00E 6 KSNV 10/29/12 10/30/12 M-F Today Show II 3rd HCM 9-10a MT----:30 2 \$425,001 0.00 NM 2 \$850.00 M-F Today Show II **TODAY SHOW 1X PER DAY** Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 MT----Week: 10/29/12 \$425.00 0.00 E 7 KSNV 10/24/12 10/26/12 M-F Today Show III 4th BM ~-WTF--\$325.001 10am-11am :30 3 0.00 NM 3 \$975.00 Today 4th Hour **TODAY SHOW 1X PER DAY** Start Date End Date Weekdays Spots/Week Rating Rate ~~WTF~~ Week: 10/22/12 10/28/12 \$325.00 0.00 E 8 KSNV 10/29/12 10/30/12 M-F Today Show III 4th BM :30 10am-11am MT----\$325.001 0.00 NM \$1,300.00 Today 4th Hour **TODAY SHOW 2X PER DAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----\$325.00 0.00 KSNV 10/29/12 10/30/12 Rachael Ray CM 11am-12pm MT----:30 \$325.001 0.00 NM \$1,300.00 Rachael Ray RACHAEL RAY 2X PER DAY Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/29/12 11/04/12 \$325.00 0.00 E 10 KSNV 10/24/12 10/26/12 Rachael Ray CM ~-WTF--:30 \$325.001 0.00 NM 11am-12pm 6 \$1,950.00 Rachael Ray RACHAEL RAY 2X PER DAY Spots/Week Start Date **End Date** Weekdays Rate Rating 10/28/12 --WTF--Week: 10/22/12 \$325,00 0.0010/24/12 10/26/12 Noon News E11 KSNV CM 12-1230pm --WTF--:30 6 \$425,001 0.00 NM 6 \$2,550.00 Noon News **NEWS 3 AT NOON 2X PER DAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -WTF--0.00 6 \$425.00 E12 KSNV 10/29/12 10/30/12 Noon News CM 12-1230pm MT----:30 \$425,001 0.00 NM 3 \$1,275.00 Noon News NEWS 3 AT NOON 2X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----3 \$425,00 0.00 E13 KSNV 10/24/12 10/26/12 CM --WTF--:30 \$425.001 0.00 NM 1258p-2pm 6 6 \$2,550.00

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KSNV

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Order / Rev:

108085

Advertiser:

Romney for President

Alt Order #:

06866084

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/24/12 - 10/30/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Innts	Amount
			Days of our Lives		0101101101	o Dayo	2011 01	0.0	Traco TTI	rag rypo o	poto	7 till Odilit
DAVO	25 AUD	LIVES OV DI	Days of our Lives	3								
	or Ouk	LIVES 2X Pt End Date	ER DAY Weekdavs	Spots/Week	Rate	Rating				1		
Week: 10		10/28/12	WTF	<u> </u>	\$425.00	0.00						
E14 KSNV	10/29/1	2 10/30/12	Days of our Lives	CM	1258p-2pm	MT	:30	4	\$425.001	0.00 NM	4	\$1,700.00
DAVC	0E 0UD	LIVES AV DI	Days of our Lives	3								
	or Ook	LIVES 2X PI End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10.		11/04/12	MT	4	\$425.00	0.00						
E 15 KSNV	10/29/1	12 10/30/12	The Doctors	СМ	2pm-3pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
DOCT		SED DAY	The Doctors									
	אל באר art Date	PER DAY End Date	Weekdays	Spots/Week	Rate	Rating				l i		
Week: 10		11/04/12	MT	4	\$325.00	0.00				i		
E 16 KSNV	10/24/1	12 10/26/12	The Doctors	СМ	2pm-3pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
DOCT			The Doctors									
	art Date	PER DAY End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10.		10/28/12	WTF	6	\$325.00	0.00						
E 17 KSNV	10/29/1	12 10/30/12	Dr. Phil	CM	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
חם חם	וו מע חר	D DAV	Dr Phil									
	IL 2X PE art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	MT	4	\$450.00	0.00				l		
E18 KSNV	10/24/1	12 10/26/12	Dr. Phil	СМ	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
DD DU	U 0V DE	D DAY	Dr Phil									
	IL 2X PE art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	WTF	6	\$450.00	0.00				ŀ		
E 19 KSNV	10/24/1	12 10/26/12	NEWS 3 at 4 (1)	HOUR)CM	4-5pm	WTF	:30	6	\$725.001	0.00 NM	6	\$4,350.00
EIDET	NIMO OV	PER DAY	4PM NEWS (1 h	our)								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	WTF	6		0.00						
E 20 KSNV	10/29/1	12 10/30/12	NEWS 3 at 4 (1	•	4-5pm	MT	:30	4	\$725,001	0.00 NM	4	\$2,900.00
EIDCT	NRAIC OV	PER DAY	4PM NEWS (1 h	our)								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	MT	4		0.00						
E 21 KSNV	10/29/1	12 10/30/12	M-F Early News	CM	5-630p	MT	:30	4	\$1,200.001	0.00 NM	4	\$4,800.00
NEMA	2 AT E 2	V DED DAV	M-F Early News									
	art Date	X PER DAY End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	MT		\$1,200.00	0.00						
E 22 KSNV	10/24/	12 10/26/12	M-F Early News	СМ	5-630p	WTF	:30	6	\$1,200.001	0.00 NM	6	\$7,200.00
NEWS	2 1 5 2	X PER DAY	M-F Early News									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	WTF		\$1,200.00	0.00						
E 23 KSNV	10/29/	12 10/30/12	M-F Jeopardy	СМ	630-7pm	MT	:30	4	\$1,300.001	0.00 NM	4	\$5,200.00
IEODA	ייי עמט	PER DAY	M-F Jeopardy									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	MT		\$1,300.00	0.00						
E 24 KSNV	10/24/	12 10/26/12	M-F Jeopardy	СМ	630-7pm	W TF	:30	6	\$1,300.001	0.00 NM	6	\$7,800.00
IEODA	אני עחם	PER DAY	M-F Jeopardy							J		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				•		
Week: 10		10/28/12	WTF		\$1,300.00	0.00]		
E 25 KSNV	10/24/	12 10/26/12		CM	7-730pm	WTF	:30	3	\$1,300.001	0.00 NM	3	\$3,900.00

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KSNV

Order / Rev:

108085

Advertiser:

Romney for President

Alt Order #:

06866084

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/24/12 - 10/30/12

Estimate:

Ln Ch Inventory Code Break Start/End Time Start End Days Len Spots Rate Pri Rtg Type Spots Amount M-F Wheel M-F Wheel of Fortune WHEEL 1X PER DAY Start Date End Date **Weekdays** Spots/Week Rate Rating --WTF--10/28/12 Week: 10/22/12 3 \$1,300.00 0.00 E 26 KSNV 10/29/12 10/30/12 M-F Wheel CM 7-730pm MT----2 \$1,300,001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL 1X PER DAY Spots/Week Start Date End Date **Weekdays** Rating Rate Week: 10/29/12 11/04/12 MT----2 \$1,300.00 0.00 E 27 K\$NV 10/24/12 10/26/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 6 \$1,200.001 0.00 NM 6 \$7,200.00 M-F News 3 at Eleven NEWS3 @11 2X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating --WT'F--Week: 10/22/12 10/28/12 6 \$1,200.00 0.00 E 28 KSNV 10/29/12 10/30/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 4 \$1,200,001 0.00 NM \$4,800.00 M-F News 3 at Eleven NEWS3 @11 2X PER DAY Weekdays Spots/Week Start Date End Date Rating Rate Week: 10/29/12 11/04/12 \$1,200.00 0.00 E 29 KSNV 10/24/12 10/26/12 The Tonight Show \$500.001 CM 1135p-1236a --WTF--:30 0.00 NM \$1,500.00 3 **Tonight Show TONITE SHOW 1X PER DAY** Weekdays Start Date End Date Spots/Week Rate Rating 10/28/12 --WTF---Week: 10/22/12 \$500.00 0.00 10/29/12 10/30/12 E30 KSNV The Tonight Show CM 1135p-1236a MT----:30 \$500.001 0.00 NM \$1,000.00 Tonight Show TONITE SHOW 1X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----\$500.00 0.00 E 31 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 2 \$350.001 0.00 NM 2 \$700.00 News 3 Sunrise SATURDAY NWS3 AT SUNRISE End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$350.00 2 0.00E 32 KSNV 10/27/12 10/27/12 Saturday Today CM 7a-9am ----S-:30 \$625.001 0.00 NM 2 \$1,250,00 Saturday Today SATURDAY TODAY End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----5-\$625.00 0.00 News 3 Today - SATUR™M E 33 KSNV 10/27/12 10/27/12 \$500.001 9am-930am :30 0.00 NM 2 \$1,000.00 News 3 Today - SAT **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ----S-10/28/12 Week: 10/22/12 \$500.00 0.00 E 34 KSNV 10/27/12 10/27/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$675,001 0.00 NM 2 \$1,350.00 Sa-Su Early News NWS3 @5WK Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 ---s-\$675.00 0.00 E35 KSNV 10/27/12 10/27/12 Wknd Jeopardy 630-7pm ----5-:30 \$525.001 0.00 NM CM \$525.00 SAT/Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rate RatingS-Week: 10/22/12 10/28/12 \$525.00 0.00 E 36 KSNV 10/27/12 10/27/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 2 \$1,100.001 0.00 NM \$2,200,00 Sa-Su News 3 at Eleven WKD2 NWS End Date Spots/Week Rating Start Date <u>Weekdays</u> <u>Rate</u> Week: 10/22/12 10/28/12 2 \$1,100.00 0.00 E37 KSNV 10/27/12 10/27/12 CM 5:00-6:00am ---S-:30 1 \$1,250,002 0.00 NM \$1,250.00

Print Date: 10/23/12 08:24:39

Order / Rev:

108085

Start

Advertiser:

Romney for President

Days

Alt Order #: Flight Dates:

Ln Ch

06866084 10/24/12 - 10/30/12

End

Product Desc:

Rate

Rating

0.00

-----5

ROMNEY FOR PRESIDENT

Len Spots

:30

:30

Estimate:

Break Start/End Time

KSNV

NEWS

Nevada Newsmakers - Ch Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM) Start Date End Date

Weekdays Spots/Week Rate Rating

10/28/12 ----S-Week: 10/22/12 1 \$1,250.00 0.00 E 38 KSNV 10/27/12 10/27/12 Nevada Newsmakers - COM 5:00- 6:00am ----S-Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM)

Inventory Code

NEWS

Start Date **End Date Weekdays** Spots/Week Rating Rate 10/28/12 ----S-

Week: 10/22/12 \$1,250.00 0.00 E 39 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND&M 6a-7a ----S

News 3 Sunrise SUNDAY

NWS-SUNRS WKND

Start Date **End Date** Weekdays Spots/Week

10/28/12 Week: 10/22/12 ----S

\$350.00 E 40 KSNV 10/28/12 10/28/12 Sunday Today CM 7a-8am

Sunday Today **SUN TODAY**

Start Date **End Date** Spots/Week Weekdays Rating Rate

Week: 10/22/12 10/28/12 ----S \$750.00 0.00

E 41 KSNV 10/28/12 10/28/12 News 3 Today Wknd 9a-930am ----S CM

News 3 Today **NEWS TDY**

End Date Start Date Weekdays Spots/Week Rate Rating

----S 10/28/12 Week: 10/22/12 \$500.00 0.00

E 42 KSNV 10/28/12 10/28/12 Chris Matthews 9:30AM SM 9:30a-10a ----S

Chris Matthews SUN 9:30am

CHRIS MATTHEWS

Start Date End Date **Weekdays** Spots/Week Rate Rating 10/28/12 ----5 \$600.00

Week: 10/22/12 E 43 KSNV 10/28/12 10/28/12 NFL Pre-Game / FNA CM 1p-530pm

NFL Pre-Game FTBL NIGHT IN AMERICA

Start Date Spots/Week **End Date** Weekdays Rate

Week: 10/22/12 10/28/12 ----5 \$2,400.00 0.00 1 E 44 KSNV 10/28/12 10/28/12 Jeopardy in PRIME CM M-SA 8-11p / SUN-----5 :30 \$800.002 0.00 NM

Jeopardy in Prime **JEOPARDY**

Start Date End Date Spots/Week Weekdays Rate Rating

Week: 10/22/12 10/28/12 ----S \$800.00

E 45 KSNV 10/28/12 10/28/12 LAW & ORDER (synd) RGM M-SA 8-11p / SUN-----S

Law & Order (synd) PRIME LAW & ORDER

Start Date End Date Weekdays Spots/Week Rate

10/28/12 Week: 10/22/12 \$800.00 0.00 11pm-1135pm

E 46 KSNV 10/28/12 10/28/12 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven

WKDN NWS 3 @11

End Date Weekdays Spots/Week Rating Start Date Rate ____S Week: 10/22/12 10/28/12 2

\$1,100.00

0,00

Rate Pri Rtg Type Spots Amount

1 \$1,250,002 0.00 NM \$1,250,00

\$350.00

Page 5 of 5

0.00 NM

\$750.001 0.00 NM \$1,500.00 2

:30

:30 \$500.001 0.00 NM \$500.00 1

\$350.001

:30 \$600.001 0.00 NM \$600.00 1

0.00 \$2,400.00 ----S :30 1 \$2,400,001 0.00 NM

Rating

1 \$800.00

> 0.00 \$800.002 :30 0.00 NM 1 \$800.00

Rating ----S

2 \$1,100.001 :30 0.00 NM 2 \$2,200.00

Totals

146

\$106,625.00